

## Message Text

UNCLASSIFIED

PAGE 01 LAGOS 09984 120911Z  
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----074836 130843Z /15

R 111421Z AUG 78  
FM AMEMBASSY LAGOS  
TO USDOC WASHDC  
SECSTATE WASHDC 0011

UNCLAS LAGOS 9984

E.O. 11652: N/A  
TAGS: BENC, BEXP, NI  
SUBJECT: JOINT VENTURE FOR AKREL ADVERTISING

(1) MRS. KOFO BUCKNOR-AKERELE, MANAGING DIRECTOR OF  
AKREL ADVERTISING AGENCY AND VICE-PRESIDENT OF THE  
NIGERIAN ADVERTISING ASSOCIATION IS INTERESTED IN JOINT  
VENTURES WITH THE FOLLOWING COMPANIES:

1. REDKENS LABORATORIES INC.  
6625 VAIHEL STREET  
CANOGA PARK, CA 91303
2. NEUTROGENA CORPORATION  
5755 W. 96TH  
LOS ANGELES, CA
3. FASHION FAIR COSMETICS  
820 S. MICHIGAN  
CHICAGO, IL.
4. FABERGE INC.  
310 E. 44TH STREET  
NEW YORK, NY
5. CLAIROL INC.

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345 PARK AVENUE  
NEW YORK, NY

6. LANVIN-CHARLES OF THE RITZ INC.  
40 W. 57TH STREET  
NEW YORK, N.Y.

COULD COMMERCE CONTACT THESE COMPANIES.

(2) MRS. BUCKNOR IS A MEMBER OF THE NIGERIAN-AMERICAN CHAMBER OF COMMERCE (NACC) AND PARTICIPATED IN THE RECENT NACC TRADE MISSION IN ATLANTA AND WASHINGTON.

(3) MRS. BUCKNOR ALSO OWNS A PRIME REAL ESTATE IN THE MIDDLE OF DOWNTON LAGOS. THIS BUILDING IS LOCATED ACROSS THE STREET FROM KINGSWAY STORE, MARINA AND NEXT TO LEVENVTIS. THE BUILDING IS PRESENTLY OCCUPIED BY BHOJSONS BUT THE LEASE EXPIRES IN OCTOBER. MRS. BUCKNOR IS INTERESTED IN LEASING TO A LARGE AMERICAN GROUP LIKE SEARS, ROEBUCK AND CO., 925 S. HARMAN AVENUE, CHICAGO, IL. COULD COMMERCE CONTACT SOME OF THE LARGE DEPARTMENT STORES AND SEE IF THEY ARE INTERESTED.

(4) MRS. BUCKNOR IS WILLING TO COME TO THE U.S. UPON COMMERCE SUGGESTION.  
WYMAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Subject:** JOINT VENTURE FOR AKREL ADVERTISING (1) MRS. KOFO BUCKNOR-AKERELE,MANAGING DIRECTOR OF AKREL ADVERTISING AGENCY AND VICE-PRESIDENT OF THE  
**TAGS:** BENC, BEXP, NI  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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